

Rep Order# 6865731 Ver# 3 Status Revised Traffic Order# Printed: 10/22/2012 5:36 PM 1 of 8

EC'd Yes Last Received: 10/22/2012 12:02 PM

Showing Buylines: All Rep Revised Lines

Station WVBT-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm
Advertiser () AMER 4 JOB SECURITY 66 CANAL CENTER PLAZA, SUITE 555 Sales Office () PHILADELPHIA
Product Americans for Job Se ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 1251 Agency C/P1/P2/E 13/141/1251
Buyer Noelle Ramsey Flight Dates 10/23/2012 - 11/01/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

VER 3 ISSUE REVISE RATES IN LNS 1-9,11,13,15,17,20,22-28,32
AND 34

CXL LNS 10,12,14,16,18-19,21,29-31 AND 33
REVISE TP IN LNS 20,22,AND 24

REVISE PRGM IN LNS 20, AND 22-27

ADD TO SKED LN 35

TOTAL REMAINS 18,770

PLS CONFIRM ASAP

THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*1	TU	8A-9A	DAILY BUZZ 3	:30	\$75.00	10/23-10/23	1	1	1	\$75.00	

Rating: 0.3

Buyline Comment: REVISE RATE TO CLEAR

Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*2	W	8A-9A	DAILY BUZZ 3	:30	\$75.00	10/24-10/24	1	1	1	\$75.00
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Rating: 0.3

Buyline Comment: REVISE RATE TO CLEAR

Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*3	TH	8A-9A	DAILY BUZZ 3	:30	\$75.00	10/25-10/25	1	1	1	\$75.00
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Rating: 0.3

Buyline Comment: REVISE RATE TO CLEAR

Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*4	F	8A-9A	DAILY BUZZ 3	:30	\$75.00	10/26-10/26	1	1	1	\$75.00	

Rating: 0.3

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*5	M	8A-9A	DAILY BUZZ 3	:30	\$75.00	10/29-10/29	1	1	1	\$75.00
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Rating: 0.3

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*6	TU	8A-9A	DAILY BUZZ 3	:30	\$75.00	10/30-10/30	1	1	1	\$75.00
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Rating: 0.3

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*7	W	8A-9A	DAILY BUZZ 3	:30	\$75.00	10/31-10/31	1	1	1	\$75.00
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Rating: 0.3

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*8	TH	8A-9A	DAILY BUZZ 3	:30	\$75.00	11/01-11/01	1	1	1	\$75.00
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Rating: 0.3

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*9	SU	10A-11A	FOX NWS SUNDAY	:30	\$300.00	10/28-10/28	1	1	1	\$300.00
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Rating: 0.7

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

Station WVBT-TV NORFOLK, VA.
Advertiser () AMER 4 JOB SECURITY
Product Americans for Job Se
Estimate# 1251
Buyer Noelle Ramsey
Phone#
Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 13/141/1251
Flight Dates 10/23/2012 - 11/01/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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*10 TU 10A-11A MILLIONAIRE/MILLIONAIRE B :30 \$100.00 10/23-10/23 0 0 0 \$0.00

Rating: 0.9

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*11 W 10A-11A MILLIONAIRE/MILLIONAIRE B :30 \$150.00 10/24-10/24 1 1 1 \$150.00

Rating: 0.9

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*12 TH 10A-11A MILLIONAIRE/MILLIONAIRE B :30 \$100.00 10/25-10/25 0 0 0 \$0.00

Rating: 0.9

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*13 F 10A-11A MILLIONAIRE/MILLIONAIRE B :30 \$150.00 10/26-10/26 1 1 1 \$150.00

Rating: 0.9

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*14 M 10A-11A MILLIONAIRE/MILLIONAIRE B :30 \$100.00 10/29-10/29 0 0 0 \$0.00

Rating: 0.9

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

EC'd Yes

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Buyer Noelle Ramsey Flight Dates 10/23/2012 - 11/01/2012 Salesperson Phone# 215-567-6005
Fax# Hiatus Weeks Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*15	TU	10A-11A	MILLIONAIRE/MILLIONAIRE B	:30	\$150.00	10/30-10/30	1	1	1	\$150.00	

Rating: 0.9

Buyline Comment: REVISE RATE TO CLEAR

Sales Remark: V3 REVISE RATE TO CLEAR

V3 More than 2 codes changed

Rating: 0.9

*16	W	10A-11A	MILLIONAIRE/MILLIONAIRE B	:30	\$100.00	10/31-10/31	0	0	0	\$0.00	
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Rating: 0.9

Buyline Comment: CXL DUE NA

Sales Remark: V3 CXL DUE NA

V3 More than 2 codes changed

Rating: 0.9

*17	TH	10A-11A	MILLIONAIRE/MILLIONAIRE B	:30	\$150.00	11/01-11/01	1	1	1	\$150.00	
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Buyline Comment: REVISE RATE TO CLEAR

Sales Remark: V3 REVISE RATE TO CLEAR

V3 More than 2 codes changed

Rating: 6.4

*18	TH	8P-9P	X-FCR-THU-FOX	:30	\$2,500.00	10/25-10/25	0	0	0	\$0.00	
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Buyline Comment: CXL DUE NA DUE WORLD SERIES

Sales Remark: V3 CXL DUE NA DUE WORLD SERIES

V3 More than 2 codes changed

Rating: 2.5

*19	SU	9P-10P	FAMILY GUY-FOX/AVG. ALL WKS	:30	\$1,200.00	10/28-10/28	0	0	0	\$0.00	
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Buyline Comment: CXL DUE NA DUE WORLD SERIES

Sales Remark: V3 CXL DUE NA DUE WORLD SERIES

V3 More than 2 codes changed

Rating: 4.4

*20	TU	1030P-11P	LATE NEWS	:30	\$2,000.00	10/23-10/23	1	1	1	\$2,000.00	
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Buyline Comment: REVISE RATE TO CLEAR;REVISE TP DUE WORLD SERIES;REVISE PRGM

Sales Remark: V3 REVISE RATE TO CLEAR;REVISE TP DUE WORLD SERIES;REVISE PGM

V3 More than 2 codes changed

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Estimate# 1251 Agency C/P1/P2/E 13/141/1251 Salesperson Phone# 215-567-6005

Buyer Noelle Ramsey Flight Dates 10/23/2012 - 11/01/2012 Salesperson FAX# 215-567-5938

Phone# Hiatus Weeks

Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*21	W	10P-1045P	AVG. ALL WKS<	:30	\$1,200.00	10/24-10/24	0	0	0	\$0.00	
	Rating: 4.4											
				Buyline Comment: CXL DUE NA								
				Sales Remark: V3 CXL DUE NA								
				V3 More than 2 codes changed								
	*22	TH	1030P-11P	LATE NEWS	:30	\$2,000.00	10/25-10/25	1	1	1	\$2,000.00	
	Rating: 4.4											
				Buyline Comment: REVISE RATE TO CLEAR;REVISE TP DUE WORLD SERIES;REVISE PRGM								
				Sales Remark: V3 REVISE RATE TO CLEAR;REVISE TP DUE WORLD SERIES;REVISE PGM								
				V3 More than 2 codes changed								
	*23	F	10P-1045P	LATE NEWS	:30	\$2,000.00	10/26-10/26	1	1	1	\$2,000.00	
	Rating: 4.4											
				Buyline Comment: REVISE RATE TO CLEAR;REVISE PRGM								
				Sales Remark: V3 REVISE RATE TO CLEAR;REVISE PRGM								
				V3 More than 2 codes changed								
	*24	M	1030P-11P	LATE NEWS	:30	\$2,000.00	10/29-10/29	1	1	1	\$2,000.00	
	Rating: 4.4											
				Buyline Comment: REVISE RATE TO CLEAR;REVISE TP DUE WORLD SERIES;REVISE PRGM								
				Sales Remark: V3 REVISE RATE TO CLEAR;REVISE TP DUE WORLD SERIES;REVISE PGM								
				V3 More than 2 codes changed								
	*25	TU	10P-1045P	LATE NEWS	:30	\$2,000.00	10/30-10/30	1	1	1	\$2,000.00	
	Rating: 4.4											
				Buyline Comment: REVISE RATE TO CLEAR;REVISE PRGM								
				Sales Remark: V3 REVISE RATE TO CLEAR;REVISE PRGM								
				V3 More than 2 codes changed								

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Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*26	W	10P-1045P	LATE NEWS	:30	\$2,000.00	10/31-10/31	1	1	1	\$2,000.00	
Rating: 4.4												

Buyline Comment: REVISE RATE TO CLEAR;REVISE PRGM
Sales Remark: V3 REVISE RATE TO CLEAR;REVISE PRGM
V3 More than 2 codes changed

*27	TH	10P-1045P	LATE NEWS	:30	\$2,000.00	11/01-11/01	1	1	1	\$2,000.00
Rating: 4.4										

Buyline Comment: REVISE RATE TO CLEAR;REVISE PRGM
Sales Remark: V3 REVISE RATE TO CLEAR;REVISE PRGM
V3 More than 2 codes changed

*28	TU	1045P-11P	SPORTSWRAP	M-F/AVG. ALL WKS	:30	\$1,000.00	10/23-10/23	1	1	1	\$1,000.00
Rating: 2.5											

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*29	W	1045P-11P	SPORTSWRAP	M-F/AVG. ALL WKS	:30	\$600.00	10/24-10/24	0	0	0	\$0.00
Rating: 2.5											

Buyline Comment: CXL DUE NA DUE WORLD SERIES
Sales Remark: V3 CXL DUE NA DUE WORLD SERIES
V3 More than 2 codes changed

*30	TH	1045P-11P	SPORTSWRAP M-F/AVG. ALL WKS	:30	\$600.00	10/25-10/25	0	0	0	\$0.00
Rating: 2.5										

Buyline Comment: CXL DUE NA DUE WORLD SERIES
Sales Remark: V3 CXL DUE NA DUE WORLD SERIES
V3 More than 2 codes changed

*31	M	1045P-11P	SPORTSWRAP	M-F/AVG. ALL WKS	:30	\$600.00	10/29-10/29	0	0	0	\$0.00
Rating: 2.5											

Buyline Comment: CXL DUE NA DUE WORLD SERIES
Sales Remark: V3 CXL DUE NA DUE WORLD SERIES
V3 More than 2 codes changed

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*32	TU		1045P-11P	SPORTSWRAP M-F/AVG. ALL WKS	:30	\$1,000.00	10/30-10/30	1	1	1	\$1,000.00	
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Rating: 2.5

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*33	W		1045P-11P	SPORTSWRAP M-F/AVG. ALL WKS	:30	\$600.00	10/31-10/31	0	0	0	\$0.00	
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Rating: 2.5

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*34	TH		1045P-11P	SPORTSWRAP M-F/AVG. ALL WKS	:30	\$1,000.00	11/01-11/01	1	1	1	\$1,000.00	
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Rating: 2.5

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*35	TU		1130P-12A		:30	\$270.00	10/30-10/30	1	1	1	\$270.00	
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Buyline Comment: DISH NATION
ADD TO SKED
Sales Remark: V3 ADD TO SKED
V3 Added

---REPORT TOTALS---

Report Totals: 24 / \$18,770.00

---SALES MONTHLY TOTALS---

Oct 12: 11 / \$7,900.00 Nov 12: 13 / \$10,870.00
Sales Totals: 24 / \$18,770.00

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Product Americans for Job Se	ALEXANDRIA, VA 22314	Salesperson () ANJIE BRADY
Estimate# 1251	Agency C/P1/P2/E 13/141/1251	
Buyer Noelle Ramsey	Flight Dates 10/23/2012 - 11/01/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

Station Totals: 24 / \$18,770.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$375,400	CATV 0%	WAVY 28%	WGNT 2%	WPXV 0%	WTKR 27%
		WTVZ 3%	WVBT 5%	WVEC 35%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE